9. (Amended) A lamp assembly having a predetermined shape, comprising;

a circuit board;

a least one light-emitting unit connected to said circuit board;

an electrical connection attached to said light emitting unit; and

a moldable lens material completely encapsulating the circuit board and light emitting unit so as to be juxtaposed therewith, said lens material defining at least a portion of the predetermined shape of said lamp assembly.

25. (Amended) A lamp assembly comprising;

a moldable, translucent material, the material being formed to define a body for the lamp assembly;

a plurality of light emitting diodes attached to a circuit board wherein the circuit board has been molded within and completely covered by the material such that the material is the body of the lamp assembly; and

electrical leads attached to circuit board that extends through the material to allow electrical connection to the circuit board.

26. (Amended) A lamp assembly comprising;

a circuit board;

a light emitting unit connected to the circuit board; and

a moldable lens material, the material being formed to define a body for the lamp assembly;

wherein the circuit board has been submerged within the moldable lens material before hardening and the moldable lens material allowed to harden, such

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